



# Dental Editors University 3

It's back to school! Whether you've been a dental editor or managing editor for two months or 20 years, you'll benefit from Dental Editors University 3. Enjoy the opportunity to hang out with other individuals who do what you do: brainstorm story ideas, meet deadlines, and serve as the voice of dentistry for your organization. Mary Byers, CDE, CAE is our professor!

Learn About:

- ✦ Online Publishing: Why It's Not Just a PDF Anymore
- ✦ Integrating Social Media with "Traditional" Association Publications
- ✦ Electronic Publication Management
- ✦ Publication Audits: The Value of an Objective Look
- ✦ Case Studies

School dates: All Day, February 25 and the Morning of February 26, 2010

Location: ADA Building, Chicago, Illinois

Tuition: FREE

Sponsored by: American Association of Dental Editors  
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and the International College of Dentists.

*Limited Attendance – Register Today!  
For more information call: 414.272.2759*